



AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION/LOCATION

Date 10/29/12

I, Linda Vercin (on behalf of) Penny Bailey
a legally qualified candidate of the Democratic political party, for the office of Congress, AZ 6th District
general 11/6/12
in the Alabama election to be held on _____, do hereby request station time as follows

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of Time	Times Per Week	No. Of Weeks	Rate

Date of First Broadcast

Date of Last Broadcast

Total Charges: \$0 00

The broadcast time will be used by Ads That Work

I represent that the payment for the above-described broadcast time has been furnished by

Penny for Congress
and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Mrs. Penny Bailey
Treasurer Alisa Bulson

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above-stated broadcasts. For the above-stated broadcasts I also agree to prepare a script or transcription, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts. (Note: the two preceding

sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: The preceding sentence may be deleted.) The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date: 10/29/12

Linda Vercin
(Candidate or Agent)

☒ Accepted

☐ Rejected

By: [Signature]

Title GSM

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

I am a candidate for the federal office listed below. Pursuant to 47 U.S.C. §315 (b), I hereby certify that neither I nor any of my authorized committees have or will make a direct reference to another candidate for the federal office listed below unless such reference meets the requirement of 47 U.S.C. §315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002.

I certify under penalty of perjury that this certification is accurate as of the date hereof.

Penny Bailey
Candidate Name (printed)

Congress AL 6th District
Federal Office

Penny for Congress
Authorized Campaign Committee (printed)
(if signing for the Candidate)

Linda Hein
Signature

Date: 10/29/12

To

FOX (6) WBRC

Rep: Dave Duncan

Phone:

Fax: 205-583-4396

email: dduncan@wbrc.com

Media Buy Description

Market >

AL: Birmingham

Insertion Order ID >

Colonel Penny Bailey

For Client >

Colonel Penny Bailey

Run Schedule from...

11/1/12

to...

11/6/12

Instructions:

O

for :10 sec. spots

rotate

to come

Text

for :30 sec. spots

rotate

to come

for "bookend" spots

none scheduled

no spot numbers

Spots Ordered

Shows	Run days	From	To	Type	Rate	spots per wk	cost per week \$	spots total	total buy \$
News	M-Tu✓	5a	5:30a	:10	\$90.00	2	\$180.00	2	\$180.00
News	M-Tu✓	5:30a	6a	:10	\$160.00	1	\$160.00	1	\$160.00
News	M-Tu✓	5:30a	6a	:30	\$315.00	1	\$315.00	1	\$315.00
News	M-Tu	6a	7a	:30	\$510.00	0	\$0.00	0	\$0.00
News	Mon✓	7a	9a	:10	\$170.00	1	\$170.00	1	\$170.00
News	Mon✓	7a	9a	:30	\$340.00	1	\$340.00	1	\$340.00
Kelly Rachel Divorce Ct	Mon✓	9a	3p	:10	\$45.00	2	\$90.00	2	\$90.00
Kelly Rachel Divorce Ct	Mon✓	9a	3p	:30	\$90.00	3	\$270.00	3	\$270.00
Judge Judy	Mon✓	4p	5p	:30	\$240.00	1	\$240.00	1	\$240.00
News	Sat✓	7a	9a	:10	\$120.00	1	\$120.00	1	\$120.00
Tide & Tigers Today	Sat✓	10a	11a	:30	\$165.00	1	\$165.00	1	\$165.00
News	Sun	7a	9a	:30	\$225.00	0	\$0.00	0	\$0.00
NFL pregame	Sun✓	11a	12p	:30	\$300.00	1	\$300.00	1	\$300.00
College Football	Sat✓	10:30p	11p	:30	\$135.00	1	\$135.00	1	\$135.00
Run schedule for	1	weeks		Per Week >	16	\$2,485.00			
						Total >	16	\$2,485.00	



WBRC-TV

ORDER

Print Date 10/30/12

Page 1 of 2

Flight Dates 11/01/12-11/06/12Order Sep 00:15:00Contract / Revision **843460 /** **Political - 6th Dist COngress**Estimate #Original Date / Revision
10/30/12 10/30/12ProductAlt Order #Advertiser Penny Bailey for Congress, (Agency Com 15%Billing Type CashBilling ContactOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTAgency **Ads That Work !**Demographic A25-54Buying ContactRev Codes Agency Political Pol-Candid**3535 Hampshire Drive
Birmingham, AL 35223**Sales Office L-BIRProduct Codes PL600Sales Region LocalPriority P 6Agency RefAdvertiser RefPrimary Account Executive
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market ValueCompeting Station % of Order Amount

WABM	%	
WBIQ	%	
WBMA	%	
WBRCb	%	
WCFT	%	
WCIQ	%	
WDBB	%	
WIAT	%	
WJRD	%	
WJSU	%	
WPXH	%	
WTJP	%	
WTTO	%	
WVTM	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	16	\$2,112.25	\$2,485.00	0.00	10/29/12	11/06/12	16	\$2,112.25	\$2,485.00
Totals	16	\$2,112.25	\$2,485.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WBRC	11/01/12	11/06/12	Good Day Alabama 5-530am GDA 5-530am	Comm	5-530am	MT-----	:10	2	\$90.00	P 3	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$90.00		0.00			
N 2	WBRC	11/01/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:10	1	\$160.00	P 2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WBRC	11/01/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:10	1	\$160.00	P 2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$160.00		0.00			
N 3	WBRC	11/01/12	11/06/12	Good Day Alabama 530-6am GDA 530-6am	Comm	530-6am	MT-----	:30	1	\$315.00	P 2	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$315.00		0.00			
N 4	WBRC	11/05/12	11/05/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	M-----	:10	1	\$170.00	P 3	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$170.00		0.00			
N 5	WBRC	11/05/12	11/05/12	Good Day Alabama 7-9am GDA 7-9am	Comm	7-9am	M-----	:30	1	\$340.00	P 3	0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$340.00		0.00			
N 6	WBRC	11/05/12	11/05/12	DY (M-F) Daytime ROS	Comm	9a-3pm	M-----	:10	2	\$45.00	P 6	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$45.00		0.00			
N 7	WBRC	11/05/12	11/05/12	DY (M-F) Daytime ROS	Comm	9a-3pm	M-----	:30	3	\$90.00	P 6	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		3				\$90.00		0.00			
N 8	WBRC	11/05/12	11/05/12	4-5pm Judge Judy	Comm	4-5pm	M-----	:30	1	\$240.00	P 2	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$240.00		0.00			
N 9	WBRC	11/01/12	11/06/12	Saturday Morning News Saturday Morning News	Comm	7-9am	-----S-	:10	1	\$120.00	P 2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$120.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 10	WBRC	11/03/12	11/03/12	Tide and Tigers Today Tide and Tigers Today	Comm	10-11am	-----S-	:30	1	\$165.00	P 2	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$165.00		0.00			
N 11	WBRC	11/01/12	11/06/12	NFL Pre-game (reg seas NFL Pregame	Comm	11-12pm	-----S	:30	1	\$300.00	P 2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$300.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 12	WBRC	11/01/12	11/06/12	College Football Saturday College Football Saturday	Comm	1030-11pm	-----S-	:30	1	\$135.00	P 2	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$135.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														16	\$2,485.00